

Water Department Copywriting and Strategy Schedule

Week	Phase	Meeting/Milestone
Nov 6 – 10	Discovery & department strategy	Tuesday 11/7 Discovery interview with Keith
Nov 13 – Dec 1	Copywriting & discovery Link redirect phase	Discovery meetings and training with division staff GR Digital check-in meeting
Dec 4 - 8	Editing & Iteration	GR Digital check-in meeting
Dec 11 - 15	Editing & Iteration, Publishing & redirects	Launch site